

Comprised of racial/ethnic communities, women, gays and lesbians, blue collar and low-income people, persons living with disabilities, rural residents and 18-24 year olds



STOMP's Mission

To promote awareness and action among New Mexicans disproportionately affected by tobacco in order to eliminate health disparities



STOMP's Philosophy

Health disparities related to social injustice, discrimination & marginalization



STOMP's Staff

Coletta Reid, Director

Debbie Vigil, Coordinator

Rebecca Dakota, LGBT Coordinator

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Why LGBT?

- Twice the Rate of Smoking
- More Dangerous for HIV+
- Less Access to Healthcare
- Higher Rate of Breast Cancer



LGBT Smoking

- Anger Management
- Stress Reduction
- Part of Bar Culture
- Social Tool
- Connection to Sexuality



Tobacco Marketing

- Strong Market Base
- Brand Loyalty
- Publications & Organizations Need \$\$
- Ignored by Tobacco Control
- Other Problems Dominate Agenda

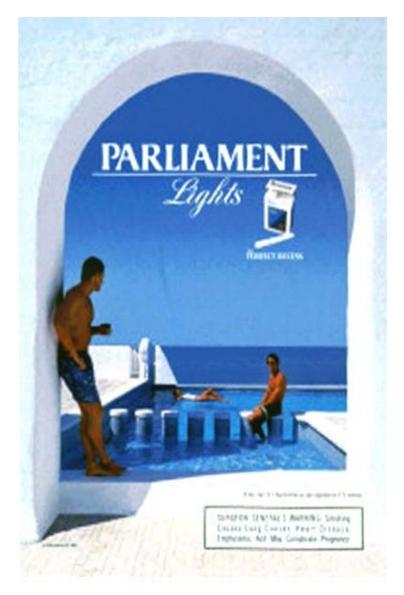


Tobacco Industry Strategies

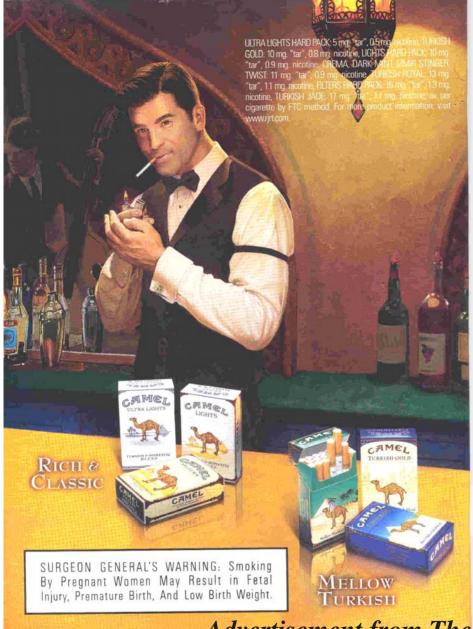
- Direct Advertising
- Indirect Advertising
- Event Sponsorships
- Outreach Efforts
- Community Promotions



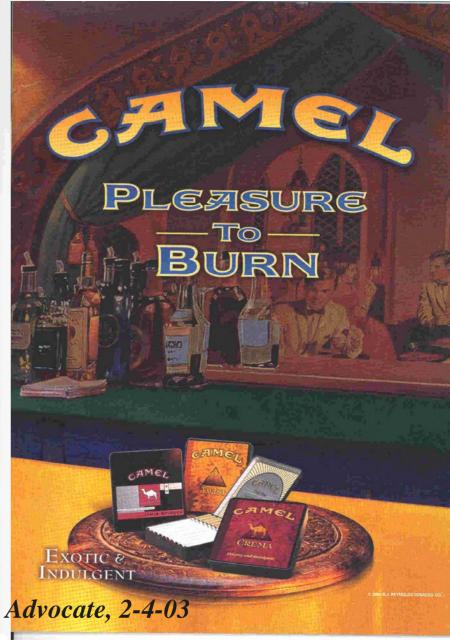
Parliament ad in Details, Cosmopolitan, Madamoiselle, Penthouse, 1995



Parliament ad in Out magazine, 1995



Advertisement from The Advocate, 2-4-03



I () L SPROES SLAM

WIN A TRIP
TO VEGAS
AND A CHANCE
AT \$50,000

Bring your 'A' game and earn a chance at \$50,000! KOL is hosting Spades blam;" where Local winners advance to a national final in Lab Vegas.

*DECEMBER 200.

TO REGISTER OR FOR MORE INFORMATION, CALL 877-604-KOL (5665)

AVAILABLE IN SELECT CITIES.

Space Limited. This is a 21-and-dver event, ID required. No guarantee to play. Must sign up as a team of two. No purchase necessary, voic where prohibited.

IN ASSOCIATION WITH ONEWORLD

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

© 2002 B&W T Co.

Box Kings, 16 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method. Actual deliveries will vary based on how you hold and smoke your cigarette. For more product information, visit our website at www.bw.com



Pし日ナポーロUSE**
THE HOUSE OF MENTHOL*



OOL ad in Details magazine, October 2002



LGBT Initiative

- Funded by Dept of Health, Tobacco Program
- Statewide Activities Required
- Budget of \$12,000
- First Year: 2003-04



First Steps

- Hire Statewide Coordinator
- Sponsor Gay American Smoke Out gaysmokeout.net
- Secure Training at Conference
- Design & Order Materials



Outreach

- Youth Groups
- Civil Rights Groups
- HIV Agencies
- PRIDE Committees



Steering Committee

- Diverse
- Include Allies
- Geographically Dispersed
- Volunteer



Campaign Objectives

- First: Raise Awareness
- Second: Deliver Information
- Third: Expose Marketing
- Fourth: Offer Help to Quit



Effective Messages

- References to Sexuality
- References to Culture
- Protect Our Community
- Stand Up to Industry



New Mexico Materials

- Ad
- Flyer
- Palm Cards
- Article







A major tobacco company targeted our community with this campaign:

"Project S.C.U.M."

(Sub Culture Urban Marketing)

Isn't it nice to know what they think of us?



We are a community, not a target. Come see us at Pride.





Events

PRIDE Parades & Fairs

Youth Groups

HIV Agencies



2004-05 Campaign

- Budget of \$24,000
- New Mexico Data Secured
- Two Contractors Working with LGBT
- Youth of All Colors Summit



Additional Initiatives

- \$12,000 to statewide civil rights organization
- The Last Drag Facilitator Training
- Out-of-State Presentations
- Marching in Parade



Current Initiatives

- Booths at PRIDE Events
- New Materials
- Strengthen Partnerships
- Create Logo



Future Plans

- Expand to Rural Areas
- Create Regional Committees
- Fund Media Campaign
- Eliminate Tobacco Sponsorship